

2.1. Inventory

What is economic development?

The Georgia Economic Development Association (GEDA) defines economic development as “a sustainable process of creating economic opportunity for all citizens, stimulating business investment, diversifying the public revenue base, and enhancing quality of life.” (source: www.geda.org)

Statistics: NAICS or SIC?

In January 1997, the North American Industry Classification System (NAICS) replaced the Standard Industrial Classification (SIC) system as the governmental standard for statistics on industry. The classification type used in the tables in the economic development inventory varies, depending upon the age and source of the data. More information on the difference between NAICS and SIC can be found on the U.S. Small Business Administration website at <http://www.sba.gov/businessop/standards/faqs.html>.

2.1.1. Economic Base

Employment Trends

Total employment in Murray County grew steadily in the 1990s, from 8,914 employees in 1990 to 13,189 employees in 2000. This represents an increase of 48% which corresponds to an average annual growth rate of 4.8%. An examination of Table 2-A reveals that the manufacturing sector has been the dominant employer in Murray County, representing over half of all jobs in the County. Statewide, manufacturing only accounted for 15% of total employment in 2000. Most of the manufacturing jobs in Murray County are in carpet or carpet related industries. In Georgia, the greatest percentage of workers are employed in service industries (26% in 2000) while only 6% of Murray County workers were employed in service occupations.

Table 2-A. Employment by Sector (SIC)¹

Employment Sector	1990			1995			2000		
	Murray # ²	%	Georgia %	Murray # ²	%	Georgia %	Murray # ²	%	Georgia %
Agriculture, Forestry, Fishing ³	51	1%	1%	74	1%	1%	107	1%	1%
Mining	33	<1%	<1%	0	0%	0%	120	1%	<1%
Construction	186	2%	5%	249	2%	4%	204	2%	5%
Manufacturing	5,553	62%	19%	7,763	67%	17%	8,466	64%	15%
Transportation, Public Utilities	242	3%	6%	180	2%	6%	310	2%	7%
Wholesale Trade	481	5%	7%	235	2%	7%	328	2%	7%
Retail Trade	603	7%	18%	843	7%	19%	1,227	9%	18%
Finance, Insurance, Real Estate	141	2%	5%	153	1%	5%	160	1%	5%
Services	432	5%	20%	904	8%	23%	848	6%	26%
Government	1,192	13%	18%	1,229	11%	17%	1,419	11%	15%
Undisclosed or Not Classified	0	0%	<1%	(1)	0%	<1%	0	0%	1%
Total	8,914	100%	100%	11,629	100%	100%	13,189	100%	100%

Sources: Georgia Department of Labor, "Georgia Employment and Wages Averages," 1990, 1995, and 2000

¹ This data represents jobs that are covered by unemployment insurance laws. In addition, it represents persons employed in Murray County, but not necessarily residing in Murray County. ² Average monthly # of employees. ³ This data does not include self-employed farmers or migrant workers.

Inventory

More recent trends in employment are highlighted in Table 2-B below. This table illustrates that overall employment has declined from 12,732 jobs in 2001 to 11,948 jobs in 2003, a net reduction of 784 jobs. Similarly, manufacturing employment has declined over the past three years, from 6,868 jobs in 2001 to 5,741 jobs in 2003.

Although the number of goods producing jobs in Murray County has been declining and the number of service providing jobs has been growing, the overall number of goods producing jobs still outweighs the number of service providing jobs.

Table 2-B. Murray County Employment by Sector(NAICS)¹

Employment Sector	2001		2002		2003	
	# ²	%	# ²	%	# ²	%
Goods Producing	7,266	57%	6,860	56%	6,073	51%
Agriculture, Forestry, and Fishing ³	97	1%	103	1%	*	*
Mining	*	*	*	*	**	*
Construction	182	1%	174	1%	176	1%
Manufacturing	6,868	54%	6,487	53%	5,741	48%
Service Providing	3,925	31%	3,795	31%	4,231	35%
Wholesale Trade	220	2%	224	2%	835	7%
Retail Trade	815	6%	795	6%	810	7%
Transportation and Warehousing	1,286	10%	1,112	9%	806	7%
Utilities	*	*	*	*	*	*
Information	*	*	*	*	*	*
Finance and Insurance	166	1%	170	1%	154	1%
Real Estate and Rental/Leasing	39	<1%	46	<1%	67	1%
Professional, Scientific, and Technical Services	56	<1%	162	1%	55	<1%
Management	*	*	*	*	*	*
Administrative/Waste Services	192	2%	172	1%	197	2%
Educational Services ⁴	*	*	*	<1%	*	*
Health Care and Social Services	103	3%	378	3%	424	4%
Arts, Entertainment, and Recreation	*	*	*	*	*	*
Accommodation and Food Services	554	4%	630	5%	655	5%
Other Services	96	1%	123	1%	140	1%
Unclassified or Undisclosed	35	<1%	9	<1%	*	*
Total: Private Sector	11,226	88%	10,664	87%	10,305	86%
Federal Government	106	1%	106	1%	108	1%
State Government	96	1%	102	1%	105	1%
Local Government	1,304	10%	1,392	11%	1,429	12%
Total: Government	1,506	12%	1,600	13%	1,642	14%
All Industries	12,732	100%	12,264	100%	11,948	100%

Sources: Georgia Department of Labor and NGRDC

¹ This data represents jobs that are covered by unemployment insurance laws. In addition, it represents persons employed in Murray County, but not necessarily residing in Murray County.

² Average monthly number of employees.

³ This data does not include self-employed farmers or migrant workers.

⁴ Employees of the Murray County School System are included under "Local Government." An asterisk (*) means the industry group does not meet criteria for disclosure.

Two segments of the manufacturing sector have experienced the greatest declines employment: textile mills and textile product mills. Average annual employment for these two sectors over the past three years are shown in Figure 2-A. Employment in these industries is declining for two primary reasons: consolidation and improved automation.

The greatest increase in employment was in the wholesale trade sector which grew from 220 jobs in 2001 to 835 jobs in 2003. It is possible that a portion of this growth was the result of reclassification of certain positions because the number of wholesale trade establishments only grew by four establishments during the same time period.

Employment in health care and social services also grew significantly between 2001 and 2003 as a result of several factors. First, employees of the Hamilton Medical System may have originally been counted in Whitfield County, but later were classified as working in Murray County. Second, a number of clinics and pharmacies (including those in grocery stores) opened in Murray County during these years.

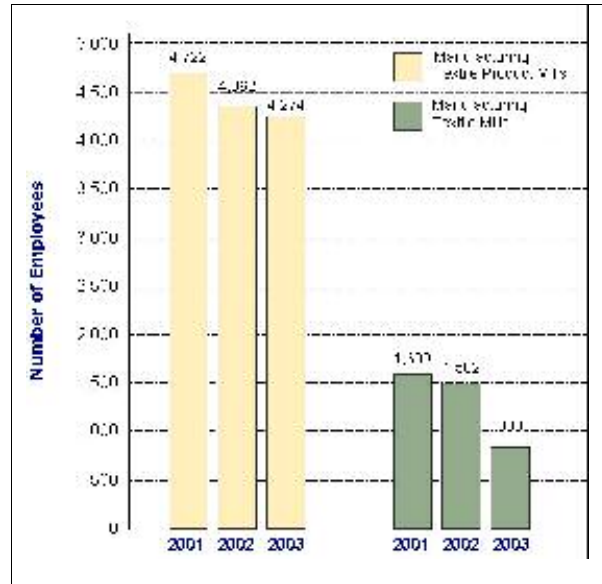


Figure 2-A. Employment in Textile Product Mills and Textile Mills in Murray County

Inventory

Business Establishments

Table 2-C provides data on the number of business establishments in Murray County. The number of goods producing establishments declined by 2 between 2001 and 2003, while the number of service providing establishments grew by 9 during that same time period.

Table 2-C. Number of Establishments and Employment by Sector (NAICS) in Murray County

	2001		2002		2003	
	Establishments	% of Employment	Establishments	% of Employment	Establishments	% of Employment
Goods Producing	150	57%	148	56%	148	51%
Agriculture, Forestry, and Fishing	6	1%	7	1%	*	*
Construction	45	1%	44	1%	46	1%
Manufacturing	97	54%	96	53%	94	48%
Service Providing	293	31%	297	31%	302	35%
Wholesale Trade	27	2%	29	2%	31	7%
Retail Trade	106	6%	99	6%	100	7%
Transportation and Warehousing	15	10%	13	9%	13	7%
Finance and Insurance	17	1%	18	1%	17	1%
Real Estate and Rental/Leasing	10	0%	12	0%	12	1%
Professional, Scientific, or Technical Services	21	0%	2	1%	18	<1%
Administrative/Waste Services	16	2%	19	1%	19	2%
Educational Services	*	*	3	0%	*	*
Health Care and Social Services	21	3%	22	3%	23	4%
Accommodation and Food Services	26	4%	29	5%	33	5%
Other Services	24	1%	25	1%	27	1%
Unclassified or Undisclosed	4	0%	5	0%	*	*
Total: Private Sector	447	88%	450	87%	452	86%
Federal Government	31	12%	32	13%	6	1%
State Government	6	1%	6	1%	12	1%
Local Government	10	1%	11	1%	15	12%
Total: Government	15	10%	15	11%	33	14%
All Industries	478	100%	482	100%	485	100%

Sources: Georgia Department of Labor, "Georgia Employment and Wages Averages," 2001, 2002, and 2003

¹ This data represents jobs that are covered by unemployment insurance laws.

An asterisk (*) means the industry group does not meet the criteria for disclosure.

Employment Projections

No major shifts in employment are anticipated for the planning period. As shown in Table 2-D below, the manufacturing sector is still projected to account for roughly half of all jobs in the county through 2025. Gains in the retail trade sector are also anticipated from 958 jobs in 2005 to 2,440 jobs in 2025. Growth in the wholesale trade, retail trade, and service sectors are expected due to continued population growth and consumer demand.

Overall, employment is projected to increase from 12,704 jobs in 2005 to 20,268 jobs in 2025, an increase of sixty percent.

Table 2-D. Projected Employment by Sector (NAICS)¹

Employment Sector	2005		2010		2015		2020		2025	
	# ³	%	# ³	%	# ³	%	# ³	%	# ³	%
Goods Producing	6,437	51%	7,345	50%	8,255	50%	9,164	50%	10,073	50%
Agriculture, Forestry, and Fishing ²	65	1%	92	1%	120	1%	147	1%	175	1%
Mining	106	1%	115	1%	124	1%	133	1%	142	1%
Construction	192	2%	231	2%	270	2%	310	2%	349	2%
Manufacturing	6,074	48%	6,907	47%	7,741	47%	8,574	47%	9,407	46%
Service Providing	4,572	36%	5,420	37%	6,268	38%	7,117	39%	7,966	39%
Wholesale Trade	837	7%	842	6%	846	5%	851	5%	856	4%
Retail Trade	958	8%	1,328	9%	1,699	10%	2,069	11%	2,440	12%
Transportation, Warehousing, or Utilities	884	7%	953	7%	1,022	6%	1,092	6%	1,161	6%
Finance, Insurance, Real Estate, or Rental/Leasing	233	2%	259	2%	285	2%	311	2%	337	2%
Other Services	1,660	13%	2,038	14%	2,416	15%	2,794	15%	3,172	16%
Total: Private Sector	11,009	87%	12,765	87%	14,523	88%	16,281	89%	18,039	89%
Total: Government	1,695	13%	1,829	13%	1,962	12%	2,096	11%	2,229	11%
All Industries	12,704	100%	14,594	100%	16,485	100%	18,377	100%	20,268	100%

Source: NGRDC

¹ This data represents jobs that are covered by unemployment insurance laws.

² This data does not include self-employed farmers or migrant workers.

³ Average monthly number of employees.

Inventory

Earnings

Given that the manufacturing sector provides the most jobs in the Murray County, it is not surprising that it also accounts for the majority of earnings in the county. Table 2-E provides historical data on earnings by employment sector. Between 1990 and 2000, manufacturing accounted for 59% to 65% of all earnings in the county. By comparison, manufacturing only accounted for 15% to 18% of total earnings in Georgia. The service industry accounted for the 22% to 27% of total earnings statewide, but just 6% to 9% in Murray County. Total earnings in Murray County grew from \$250 million in 1990 to \$396 million in 2000, an increase of 58%.

Also shown in Table 2-E, total earnings in Murray County are projected to grow from \$468 million in 2005 to \$720 million in 2025, an increase of 54%. Manufacturing is expected to continue to be the greatest contributor to total earnings, accounting for 61% to 62% of total earnings in the county. No major changes in earnings are anticipated during the planning period.

Table 2-E. Historical and Projected Earnings by Employment Sector (SIC)

Employment Sector	1990		1995		2000		2005		2010		2015		2020		2025	
	Murray	GA	Murray	GA	Murray	GA	Murray	GA	Murray	GA	Murray	GA	Murray	GA	Murray	GA
Farm	2%	1%	2%	1%	2%	1%	2%	1%	2%	1%	2%	1%	2%	1%	2%	1%
Agricultural Services, Other	1%	<1%	<1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Mining	<1%	<1%	0%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%
Construction	3%	6%	3%	5%	3%	6%	3%	6%	3%	6%	3%	5%	3%	5%	2%	5%
Manufacturing	59%	18%	65%	17%	60%	15%	61%	14%	61%	14%	62%	14%	62%	13%	62%	13%
Transportation/Communication/Utilities	4%	9%	2%	9%	3%	10%	4%	10%	4%	10%	4%	10%	4%	10%	4%	10%
Wholesale Trade	7%	9%	2%	8%	3%	8%	3%	8%	3%	8%	3%	8%	3%	8%	3%	8%
Retail Trade	5%	9%	5%	9%	6%	9%	6%	9%	6%	9%	6%	9%	5%	9%	5%	9%
Finance/Insurance/Real Estate	2%	6%	1%	7%	2%	8%	2%	8%	2%	8%	2%	8%	2%	8%	2%	8%
Services	6%	22%	9%	24%	9%	27%	9%	28%	9%	29%	9%	30%	10%	32%	10%	34%
Government	12%	19%	10%	18%	11%	16%	10%	15%	10%	15%	10%	14%	10%	14%	10%	13%
Total Murray County Earnings (1996 \$)	249,591,000		337,879,000		395,553,000		467,955,000		539,492,000		607,296,000		668,403,000		719,944,000	

Source: Woods & Pool Economics, Inc. (DCA Data Views)

Weekly Wages

Historical data illustrates that average weekly wages in Murray County have typically lagged behind statewide averages. Table 2-F below provides historical data based on the SIC for 1990, 1995, and 1999 while Figure 2-B to the right and Table 2-H on the following page provide more recent NAICS-based data for 2001, 2002, and 2003.

The only sectors in which Murray County wages exceeded Georgia wages were wholesale trade in 1990; agriculture/forestry/fishing in 1999, 2001, and 2002; and "other" services in 2002 and 2003. In Murray County in 2003, the sector with the highest average weekly wages was the finance and insurance sector with an average weekly wage of \$630. Statewide, the finance and insurance sector also had the highest average weekly wage: \$1,117. (Important note: These figures include only those jobs which are covered by unemployment insurance laws.)

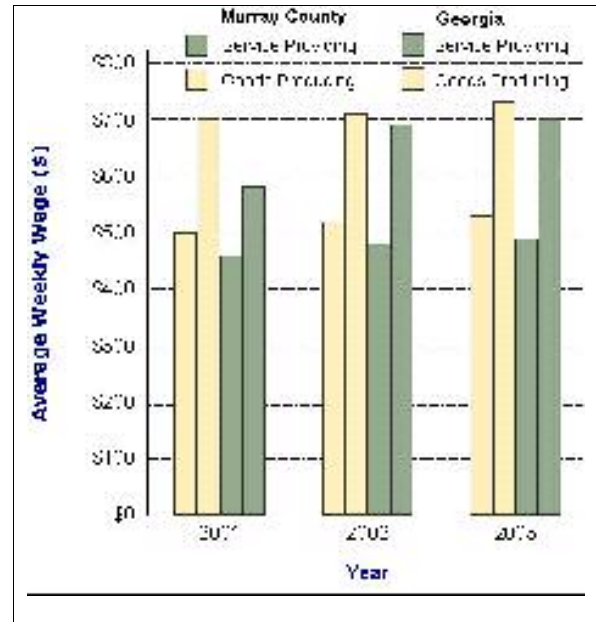


Figure 2-B. Average Weekly Wages in Murray County and Georgia

Table 2-F. Average Weekly Wages Paid by Employment Sector (SIC) ¹

	1990			1995			1999		
	Murray County		GA	Murray County		GA	Murray County		GA
	\$	% of GA \$	\$	\$	% of GA \$	\$	\$	% of GA \$	\$
All Industries	362	85%	425	428	85%	506	468	75%	622
Agriculture, Forestry, Fishing	247	89%	276	307	95%	322	448	115%	389
Construction	290	67%	434	308	61%	508	417	67%	621
Manufacturing	383	85%	449	468	84%	555	502	73%	683
Transportation, Public Utilities	455	75%	603	401	54%	737	473	53%	895
Wholesale Trade	437	143%	306	442	61%	729	606	65%	932
Retail Trade	218	92%	236	254	92%	275	283	85%	334
Finance, Insurance, Real Estate	400	74%	543	477	69%	693	562	62%	907
Services	253	61%	414	351	70%	501	357	58%	612
Federal Government	429	79%	543	600	90%	666	714	88%	808
State Government	390	87%	450	447	91%	493	501	87%	576
Local Government	325	84%	386	355	81%	440	438	84%	524

Sources: Georgia Department of Labor "Georgia Employment and Wages Averages" 1990, 1995, and 1999

¹ This data represents jobs that are covered by unemployment insurance laws.

Inventory

Table 2-G. Average Weekly Wages Paid by NAICS: 2001 – 2003¹

	2001			2002			2003		
	Murray County		GA	Murray County		GA	Murray County		GA
	\$	% of GA \$	\$	\$	% of GA \$	\$	\$	% of GA \$	\$
Goods Producing	498	72%	696	518	73%	708	532	72%	735
Agriculture, Forestry, and Fishing	472	113%	417	469	114%	410	*	*	421
Construction	393	57%	687	449	65%	693	467	66%	710
Manufacturing	496	70%	711	515	71%	728	528	69%	761
Service Providing	463	68%	680	477	69%	688	485	69%	702
Wholesale Trade	810	79%	1022	805	79%	1,018	623	60%	1,032
Retail Trade	392	91%	433	404	92%	440	422	93%	454
Transportation and Warehousing	545	67%	808	550	66%	828	548	65%	838
Finance and Insurance	626	60%	1051	655	61%	1,082	630	56%	1,117
Real Estate and Rental/Leasing	317	47%	670	384	55%	697	449	63%	715
Professional, Scientific, and Technical Services	403	37%	1082	409	38%	1,089	452	41%	1,099
Administrative/Waste Services	330	70%	473	411	85%	485	422	82%	514
Educational Services	*	*	569	297	51%	581	*	*	680
Health Care and Social Services	520	80%	654	548	81%	678	541	78%	695
Accommodation and Food Services	188	73%	257	176	68%	259	190	73%	261
Other Services	413	91%	452	680	146%	466	615	127%	483
Unclassified or Undisclosed	345	46%	745	628	87%	719	*	*	704
Total: Private Sector	485	71%	684	504	73%	693	513	72%	709
Federal Government	752	84%	893	821	85%	969	819	79%	1,036
State Government	520	86%	605	511	81%	631	500	78%	640
Local Government	464	81%	571	485	82%	593	498	82%	610
Total: Government	488	77%	630	509	77%	660	520	76%	681
All Industries	486	72%	676	505	74%	687	514	73%	704

Sources: Georgia Department of Labor, "Georgia Employment and Wages Averages," 2001, 2002, and 2003

¹ This data represents jobs that are covered by unemployment insurance laws. An asterisk (*) means the industry group does not meet the criteria for disclosure.

Personal Income

Table 2-H provides census data on sources of household income in 1989 and 1999. Little change occurred between these time periods, with the majority of households in Georgia, Murray County, Chatsworth, and Eton receiving wage or salary income. Little change in sources of income is projected during the planning period as shown in Table 2-I.

Table 2-H. Percentage of Households Receiving Various Sorts of Income

	1989				1999			
	GA	Murray	Chatsworth	Eton	GA	Murray	Chatsworth	Eton
Wage or Salary Income	81%	81%	75%	87%	81%	83%	73%	81%
Self-Employment Income	13%	13%	7%	1%	11%	9%	6%	8%
Interest, Dividend, or Net Rental Income	31%	21%	32%	19%	29%	18%	27%	15%
Social Security Income	23%	21%	40%	31%	22%	21%	23%	27%
Supplemental Security Income	n.a.	n.a.	n.a.	n.a.	4%	5%	6%	2%
Public Assistance Income	1%	6%	8%	5%	3%	2%	3%	0%
Retirement Income	13%	9%	17%	8%	14%	10%	14%	13%
Other Type of Income	10%	11%	14%	16%	12%	11%	9%	11%

Sources: 1990 Census, STF 3 Tables P090-P097; 2000 Census, SF 3 Tables P58-P66

Note: Percent totals may exceed 100% due to households receiving more than one type of income.

Table 2-I. Sources of Personal Income: Projected

	2005		2010		2015		2020		2025	
	Murray	GA	Murray	GA	Murray	GA	Murray	GA	Murray	GA
Wages and Salaries	54%	61%	54%	61%	54%	61%	54%	61%	53%	61%
Other Labor Income	6%	7%	6%	7%	6%	6%	6%	6%	5%	6%
Proprietors Income	6%	9%	6%	8%	6%	8%	6%	8%	5%	8%
Dividends, Interest, and Rent	11%	17%	11%	17%	11%	17%	11%	16%	11%	16%
Transfer Payments to Persons	14%	11%	15%	11%	15%	12%	16%	12%	17%	12%
Total Murray County Personal Income (in 1996 \$)	\$ 714,727,000		\$ 820,786,000		\$ 925,353,000		\$ 1,025,720,000		\$ 1,119,380,000	

Source: Woods & Pool Economics, Inc. (DCA Data Views)

Inventory

New or Planned Economic Activities

In 2003, the City of Chatsworth received Economic Development Authority funding to extend sewer lines to the industrial sector of Eton. Matching funds were provided via SPLOST funding. This project was part of a larger strategy to provide sewer service to businesses in Eton, to Eton Elementary School, and to the new Bagley Middle School.

Completion of this project has had an enormous impact upon growth in the Eton, earning the city the nickname "Boomtown." (See newspaper headline to the right.) New commercial centers are being developed in the Eton and several residential subdivisions are underway. Eton is also receiving numerous requests for annexation from property owners wanting to take advantage of public sewer service.



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Special or Unique Economic Activities

Murray County has a rich Native American heritage which draws tourists to the county. The most well-known resource related to this heritage is the Chief Vann House. The Chieftain's Trail, designated a state historic trail in 1988, offers a variety of attractions in Northwest Georgia, including two in Murray County: the Vann House and Fort Mountain. More information on the Chieftain's Trail can be found at www.chieftainstrail.com.

The County has an abundance of valuable natural resources which also provide for tourism opportunities. Discussions of these resources are presented in more detail in Element 4, and are listed below:

- ③ Fort Mountain State Park
- ③ Chattahoochee National Forest
- ③ Cohutta Wilderness Area
- ③ Carter's Lake
- ③ Lake Conasauga



The economic base in Murray County is primarily dependent upon one industry type: carpet manufacturing. As shown in Table 2-J, the top four employers in the county (excluding the government) are in the carpet manufacturing and distribution business. Employment in the carpet industry is not expected to grow as it has in the past for two primary reasons: consolidation and improved automation

Table 2-J. Major Employers in Murray County

Company	Product/Service
Beaulieu Group LLC	Carpet Manufacturing and Distribution
Better Backers Inc.	Carpet Manufacturing and Distribution
Mohawk Industries	Carpet Manufacturing and Distribution
Shaw Industries	Carpet Manufacturing and Distribution

Source: Georgia Department of Labor. Data represents employment covered by unemployment insurance excluding public schools, railroads, the U.S. Postal service, and all government agencies, except correctional institutions, state and local hospitals, state colleges and universities. Data is for the second quarter of 2004.

Other top employers include the Murray County Government, Murray County School System, and Murray Medical Center.

2.2. Labor Force

Employment by Occupation

Table 2-K compares employment by occupation of Murray County residents with state and national averages. Significant differences occur in several occupational categories. Murray County, Chatsworth, and Eton are substantially below state and national averages in the "white collar" categories such as professional and technical specialty occupations. Conversely, the county and its municipalities have higher percentages of workers in "blue collar" occupations such as production and transportation.

Table 2-K. Employment by Occupation

Occupation		1990					2000				
		US	GA	Murray County	Chatsworth	Eton	US	GA	Murray County	Chatsworth	Eton
Total, All Occupations	#	115,681,202	3,090,276	13,247	1,442	170	129,721,512	3,839,756	17,802	1,555	167
	%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Executive, Administrative, and Managerial	#	14,227,916	378,984	790	122	8	17,448,038	538,647	1,222	175	18
	%	12%	12%	6%	8%	5%	13%	14%	7%	11%	11%
Professional and Technical Specialty	#	16,305,666	382,306	786	179	11	26,198,693	717,312	1,736	321	20
	%	14%	12%	6%	12%	6%	20%	19%	10%	21%	12%
Technicians and Related Support	#	4,257,235	110,731	201	9	7					
	%	4%	4%	2%	1%	4%					
Sales	#	13,634,686	379,602	876	141	14	14,592,699	446,876	1,391	113	13
	%	12%	12%	7%	10%	8%	11%	12%	8%	7%	8%
Clerical and Administrative Support	#	18,826,477	494,484	2,126	199	28	20,028,691	581,364	2,600	218	22
	%	16%	16%	16%	14%	16%	15%	15%	15%	14%	13%
Private Household Services	#	521,154	15,912	17	8	0					
	%	0%	1%	0%	1%	0%					
Protective Services	#	1,992,852	52,603	174	35	10	2,549,906	74,959	250	43	2
	%	2%	2%	1%	2%	6%	2%	2%	1%	3%	1%
Service Occupations (not Household and Protective)	#	12,781,911	302,132	945	139	12	16,727,041	439,282	1,373	123	10
	%	11%	10%	7%	10%	7%	13%	11%	8%	8%	6%
Farming, Fishing, and Forestry	#	2,839,010	68,174	241	9	0	951,810	24,489	78	-	2
	%	2%	2%	2%	1%	0%	1%	1%	0%	0%	1%
Construction, Extraction, and Maintenance	#						12,256,138	415,849	2,251	166	17
	%						9%	11%	13%	11%	10%
Precision, Production, Craft, and Repair	#	13,097,963	366,391	2,113	186	12	11,008,625	346,326	4,654	250	42
	%	11%	12%	16%	13%	7%	8%	9%	26%	16%	25%
Machine Operators, Assemblers, and Inspectors	#	7,904,197	262,698	3,193	266	43					
	%	7%	9%	24%	18%	25%					
Transportation and Material Moving	#	4,729,001	142,092	1,273	112	16	7,959,871	254,652	2,247	146	21
	%	4%	5%	10%	8%	9%	6%	7%	13%	9%	13%
Handlers, Equip. Cleaners, Helpers, and Laborers	#	4,563,134	134,167	512	37	9					
	%	4%	4%	4%	3%	5%					

Sources: 1990 Census, STF 3 Table P078; 2000 Census, SF 3 Table P50
Shaded boxes indicate a classification not included in the Census.

Employment Status

Employment status pertains to the composition of the labor force, including civilian and military employment and employment by sex. Figure 2-C shows that in the year 2000, Murray County had a slightly higher percentage of persons over the age of 16 in the labor force than Chatsworth and Eton. One reason for this difference is the variation in median age between the jurisdictions. Both cities have a median age over 35 (as does the nation as a whole) while the median age of the population in Murray County is 32.5 years.

As shown in Table 2-L on the following page, the percentage of women in the labor force was similar in Murray County, Georgia, and the nation (58% to 59%). A smaller percentage of women in Chatsworth were in the labor force while a greater percentage of women in Eton were in the labor force.

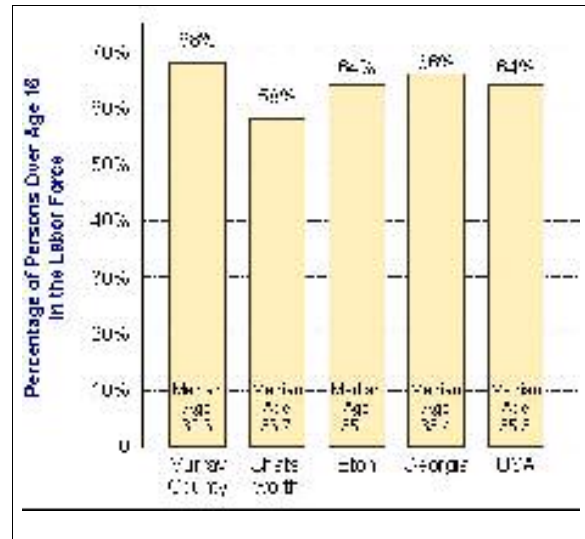


Figure 2-C. Percentage of Persons Age 16 and Over in the Labor Force: 2000

Table 2-L. Employment Status

		1990					2000				
		US	GA	Murray County	Chatsworth	Eton	US	GA	Murray County	Chatsworth	Eton
All Persons Age 16+	#	--	--	19,618	2,449	247	--	--	27,358	2,797	262
In Labor Force	#	--	--	13,765	1,481	176	--	--	18,556	1,610	167
(% of all persons)	%	65%	68%	70%	60%	71%	64%	66%	68%	58%	64%
Civilian Labor Force	#	--	--	13,765	1,481	176	--	--	18,546	1,610	167
(% of Labor Force)	%	64%	66%	100%	100%	100%	63%	65%	100%	100%	100%
Employed	#	--	--	13,247	1,442	170	--	--	17,802	1,555	167
(% of Civilian Labor Force)	%	60%	63%	96%	97%	97%	60%	61%	96%	97%	100%
Unemployed	#	--	--	518	39	6	--	--	744	55	-
(% of Civilian Labor Force)	%	4%	4%	4%	3%	3%	4%	4%	4%	3%	0%
Armed Forces	#	--	--	-	-	-	--	--	10	-	-
(% of Labor Force)	%	1%	2%	0%	0%	0%	1%	1%	0%	0%	0%
Not in Labor Force	#	--	--	5,853	968	71	--	--	8,802	1,187	95
(% of all persons)	%	35%	32%	30%	40%	29%	36%	34%	32%	42%	36%
All Females Age 16+	#	--	--	10,073	1,291	140	--	--	13,792	1,516	134
In Labor Force	#	--	--	6,283	709	81	--	--	8,122	722	84
(% of all females)	%	57%	60%	62%	55%	58%	58%	59%	59%	48%	63%
Civilian Labor Force	#	--	--	6,283	709	81	--	--	8,116	722	84
(% of Labor Force)	%	57%	60%	100%	100%	100%	57%	59%	100%	100%	100%
Employed	#	--	--	6,033	701	79	--	--	7,819	680	84
(% of Civilian Labor Force)	%	53%	56%	96%	99%	98%	54%	56%	96%	94%	100%
Unemployed	#	--	--	250	8	2	--	--	297	42	-
(% of Civilian Labor Force)	%	4%	4%	4%	1%	2%	3%	4%	4%	6%	0%
Armed Forces	#	--	--	-	-	-	--	--	6	-	-
(% of Labor Force)	%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Not in Labor Force	#	--	--	3,790	582	59	--	--	5,670	794	50
(% of all females)	%	43%	40%	38%	45%	42%	42%	41%	41%	52%	37%

Sources: 1990 Census, STF 3 Table P070; 2000 Census, SF 3 Table P43

"--" means data is not available because the classification was no longer included in the Census.

Unemployment Rates

The unemployment rate is the percentage of unemployed persons in the civilian labor pool. Individuals such as students, unpaid volunteers, or retirees are not considered to be in the civilian labor force, and are therefore not included in the calculation.

As shown in Table 2-M to the right and Figure 2-D below, unemployment rates in Murray County have generally remained below the national average, but above the regional average for the past several years.

Table 2-M. Unemployment Rates

Year	United States	Georgia	NGRDC Area	Murray County
1991	6.8%	5.0%	6.4%	7.4%
1992	7.5%	7.0%	7.3%	7.7%
1993	6.9%	5.8%	5.3%	5.1%
1994	6.1%	5.2%	4.3%	4.3%
1995	5.6%	4.9%	4.9%	4.8%
1996	5.4%	4.6%	4.7%	4.8%
1997	4.9%	4.5%	4.9%	5.7%
1998	4.5%	4.2%	3.7%	4.2%
1999	4.2%	4.0%	3.0%	3.2%
2000	4.0%	3.7%	3.2%	3.7%
2001	4.8%	4.0%	3.9%	4.5%
2002	5.8%	5.1%	4.1%	4.7%
2003	6.0%	4.7%	3.9%	4.2%
2004	5.5%	4.6%	3.6%	3.9%

Source: US Bureau of Labor Statistics, GA Dept. of Labor

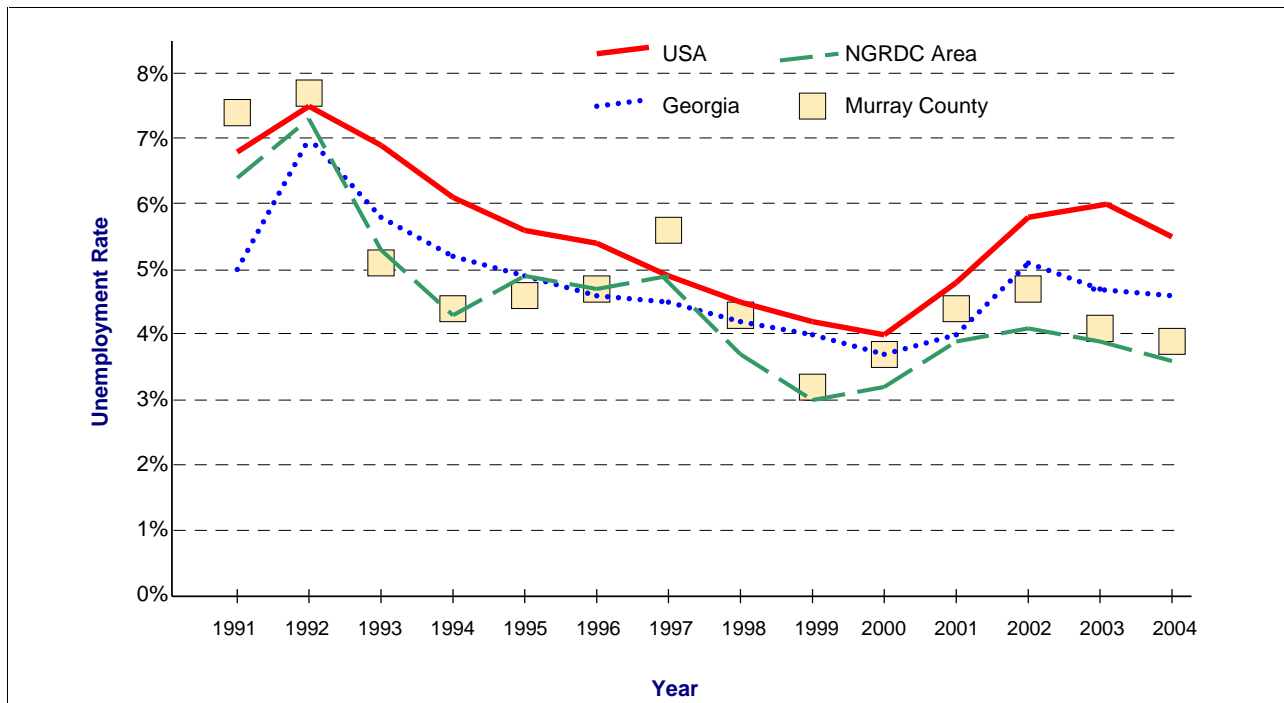


Figure 2-D. Unemployment Trends

Commuting Patterns

As shown in Table 2-N, nearly all Murray County residents worked in Georgia in 1990 and 2000, while approximately half worked in Murray County.

Table 2-N. Commuting Patterns

		1990			2000		
		Murray County	Chatsworth	Eton	Murray County	Chatsworth	Eton
Total Number of Resident Workers		12,874	1,395	166	17,441	1,532	163
Residents Working in Georgia	#	12,672	1,382	166	16,949	1,500	162
	%	98%	99%	100%	97%	98%	99%
Residents Working in Murray County	#	6,980	889	97	7,936	894	84
	%	54%	64%	58%	46%	58%	52%

Sources: 1990 Census, STF 3Table P045; 2000 Census, SF 3 Table P26

Residents Commuting Out of Murray County. In 2000, 5,653 workers commuted into Murray County from surrounding counties and states while 9,505 workers commuted out of Murray County for net outflow of 3,852 workers. As shown in Figure 2-E, during that same the year, 91% of Murray County working residents worked in Murray or Whitfield Counties. The percentage who worked in Murray County declined from 54% in 1990 to 46% in 2000, while the percentage who worked in Whitfield County grew from 38% in 1990 to 45% in 2000.

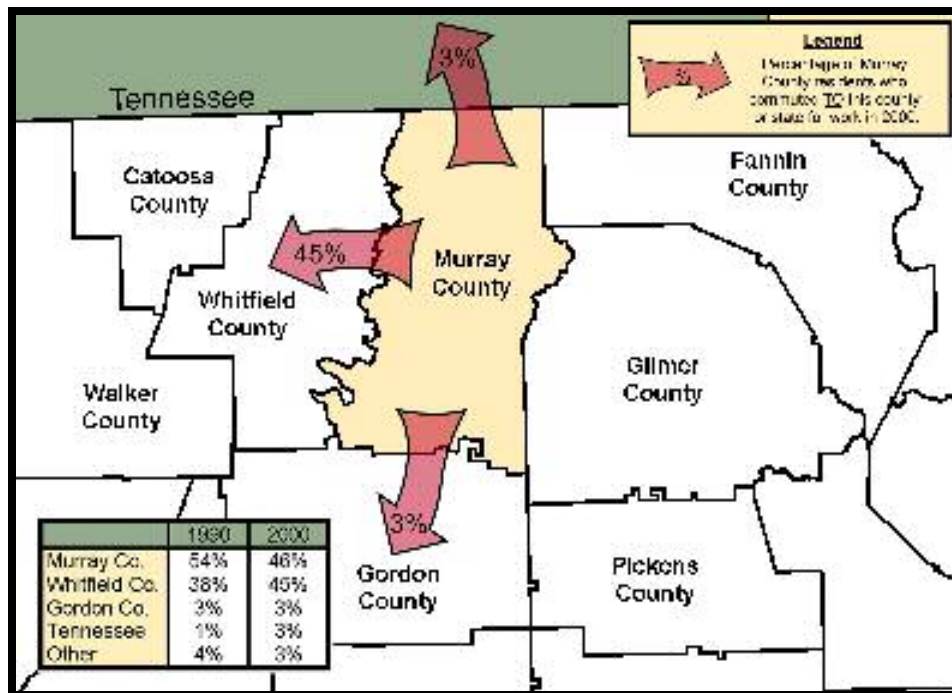


Figure 2-E. Workers Commuting From Murray County in 1990 and 2000

Sources: <http://www.census.gov/population/www/cen2000/commuting.html#GA> and http://www.census.gov/population/www/socdemo/jtw_workerflow.html#GA

Workers Commuting In to Murray County. As shown in Figure 2-F, the majority of people who work in Murray County also reside in Murray County although the percentage declined from 68% in 1990 to 58% in 2000. Whitfield County residents accounted for 14% of Murray County workers in 2000 while Tennessee residents accounted for 9% of Murray County workers.

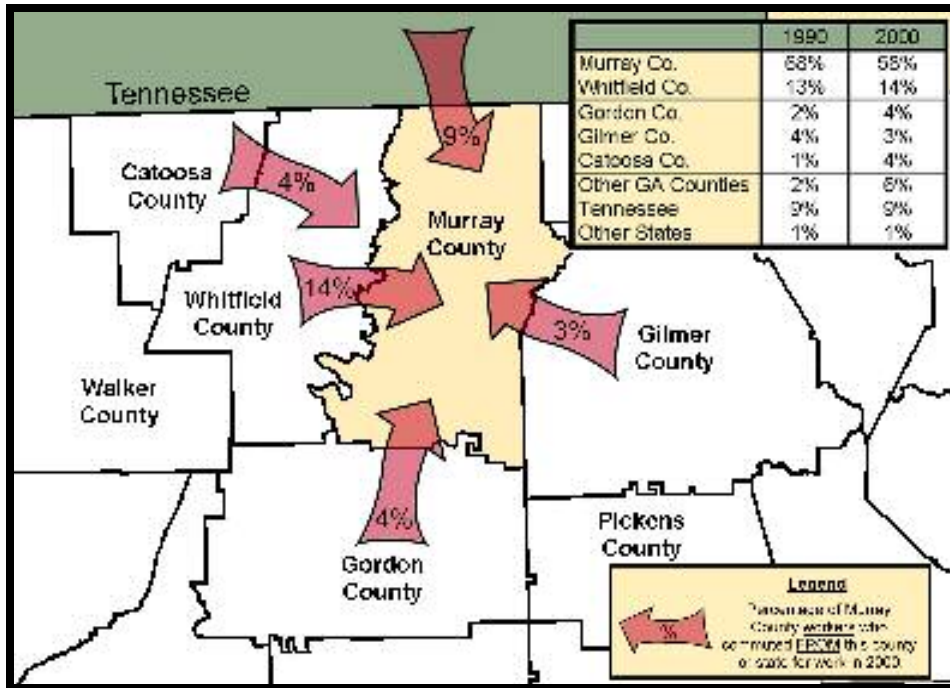


Figure 2-F. Workers Commuting To Murray County in 1990 and 2000

Sources: <http://www.census.gov/population/www/cen2000/commuting.html#GA> and http://www.census.gov/population/www/socdemo/jtw_workerflow.html#GA

In 2000, 67% of Murray County workers had an average travel time to work of less than thirty minutes compared to 58% of Georgia workers. In Chatsworth and Eton, 79% and 72% of workers had an average travel time to work of less than thirty minutes. Longer commutes have become more common since 1990.

Table 2-O. Average Travel Time to Work

Travel Time to Work	1990				2000			
	GA	Murray	Chatsworth	Eton	GA	Murray	Chatsworth	Eton
Worked at Home	2%	2%	1%	0%	3%	1%	2%	1%
Less than 5 minutes	3%	3%	12%	5%	2%	3%	10%	4%
5 to 14 minutes	26%	27%	47%	43%	22%	20%	32%	42%
15 to 29 minutes	51%	43%	23%	26%	34%	44%	37%	26%
30 to 59 minutes	13%	23%	12%	25%	29%	27%	16%	25%
60 minutes or more	5%	2%	4%	1%	9%	4%	4%	1%

Sources: 1990 Census, STF 3 Table P050; 2000 Census, SF 3 Table P31

2.1.3. Local Economic Development Resources

Agencies and Programs

Chamber of Commerce. The Chatsworth-Murray County Chamber of Commerce has the following mission statement:

The mission of the Chamber is to function as the advocate of the Murray County business community by promoting, fostering, and enhancing the current and future business climate, economic development, and the overall improvement of the quality of life in Murray County.

Services provided and events sponsored by the Chamber include the following:

- ③ Chamber Website (www.murraycountychamber.com)
- ③ Leadership Murray
- ③ Map Production
- ③ Newcomer/Relocation Packets
- ③ Monthly Newsletter
- ③ Quality of Life Magazine
- ③ Promotional Assistance
- ③ Events Calendar

Development Authority. At present, the Development Authority is not involved in any projects to foster economic development in the community, nor is it in a position to solicit industry to the area.

Education and Training

There are several technical colleges within commuting distance of Murray County: Appalachian Technical College in Jasper and Epworth, and Coosa Valley Technical College in Calhoun (branch campus). Dalton State College also has a technical division with a variety of programs. The locations of these colleges are shown in Figure 2-G.

Adult literacy programs are available in Ellijay at the Gilmer Adult Learning Center and in Calhoun at Gordon Central High School.

There are no job training programs in Murray County.

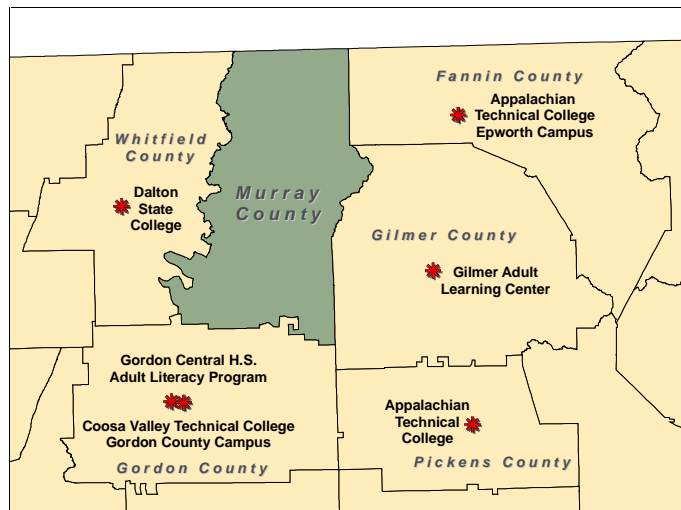


Figure 2-G. Vocational, Technical, and Adult Education Facilities near Murray County.

2.2. Assessment of Current and Future Needs

The assessment of current and future economic development needs involves an analysis of the data provided in Section 2.1. in terms of its significance to the community and its relevance to other plan elements.

This assessment can be completed by answering the following questions which were derived from Section 110-12-1-.0 4(12)(b)2.(ii) of Georgia's Minimum Local Planning Standards.

- ③ Which economic sectors are growing, which are declining, and which should be encouraged to develop in order to diversify the existing economic base?
- ③ Are available jobs appropriate for the residents of the community in terms of skill and education levels required, commuting patterns, wages paid, etc.?
- ③ Are existing local economic development programs and tools sufficient to foster economic development?
- ③ How do regional assets affect economic development in the community and vice versa?

These questions are answered in Section 2.2.1. through 2.2.4.

2.2.1. Which economic sectors are growing, which are declining, and which should be encouraged to develop in order to diversify the existing economic base?

The service and retail sectors are growing in Murray County, while the manufacturing sector is declining. Economic development interests should focus on program and projects which will (1) support existing industries in the area and (2) attract new technology and specialty manufacturing businesses to the area. Other sectors which should be encouraged include the tourism, health care, and retirement industries.

Murray County continues to have a fairly small retail base, primarily because of competition with major retailing opportunities in Dalton. Retail sales per capita, shown in Figure 2-H, are much lower in Murray County than in Whitfield and Gordon Counties.

As the population in the county continues to grow, and as infrastructure is provided in new areas of the county, the local retail base will expand. The county and cities should take steps now to ensure that future growth occurs in suitable locations and in a manner which is acceptable to the community. For example, commercial design guidelines should be developed for the US 76 and GA 441 corridors to help promote an attractive and economically sustainable growth pattern.

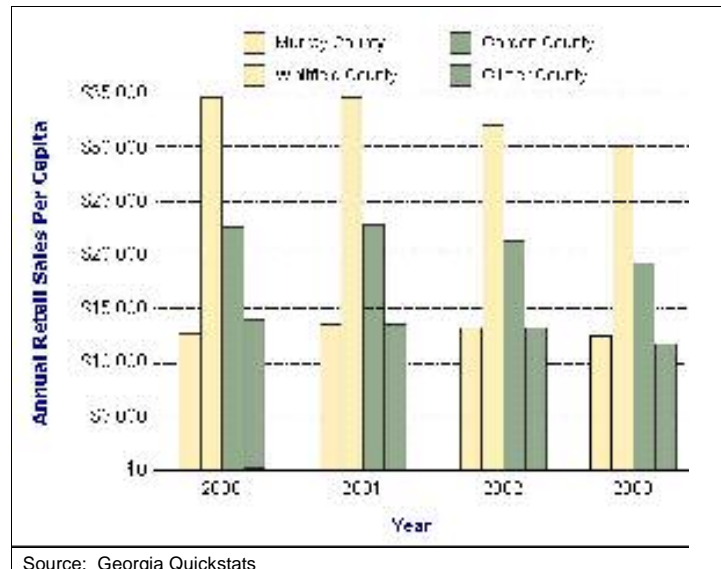


Figure 2-H. Retail Sales Per Capita in Murray and Adjacent Counties.

2.2.2. *Are available jobs appropriate for the residents of the community?*

Job growth has not kept pace with population growth in Murray County. One way to evaluate this is to examine the "jobs to employed residents" ratio. (See Table 2-P.) In 1990, there were 0.67 jobs in Murray County for every per employed resident of Murray County. By 2000, this ratio had increased slightly to 0.74 jobs per employed resident. The ideal ratio would be 1:1 or one job in Murray County for every employed resident in Murray County. (Note:

The jobs to employed residents ratios are actually somewhat higher than the figures shown in Table 2-P because this ratio only includes jobs which are covered by unemployment insurance laws.)

Another way to evaluate job availability is to examine the jobs to housing balance. An ideal jobs to housing balance of between 1.3 to 1.7 jobs per housing unit would minimize vehicle miles traveled to and from work, reducing commuting costs for employees, and reduce traffic congestion.

In 1990, the jobs to housing balance in Murray County (excluding seasonally vacant homes) was 0.88. By 2000, the ratio had increased slightly to 0.93 jobs per housing unit. (See Table 2-Q.)

In terms of the type of jobs which are available, many employment opportunities exist in minimum wage jobs, particularly in the retail and service industries. Because of a lack of professional and technical jobs in the community, some residents commute for higher-paying jobs. For this reason, new efforts should be made to attract technology and specialty manufacturing business to the area as jobs associated with these sectors tend to provide employees with better incomes and benefits.

In the past, the labor force of Murray County, Chatsworth, and Eton lacked sufficient skills and education to attract high technology and capital intensive industries. Efforts have been made to improve education levels in the community and these efforts should continue. In addition, while the technical colleges in nearby counties are valuable assets to the community, enrollment in more traditional, 4-year baccalaureate programs should also be encouraged.

Table 2-P. Jobs to Employed Residents Ratio

Year	Jobs	Employed Residents	Ratio
1990	8,914	13,247	0.67 : 1
2000	13,189	17,802	0.74 : 1

Table 2-Q. Jobs to Housing Ratio

Year	Jobs	Housing ¹	Ratio
1990	8,914	10,121	0.88 : 1
2000	13,189	14,245	0.93 : 1

¹ Excluding seasonally vacant homes.

2.2.3. Are existing local economic development programs and tools sufficient to foster economic development?

Currently, Murray County and its cities do not have significant programs in place to foster economic development. In addition, limited long-range planning for new infrastructure on the part of the Chatsworth Water Works will continue to hamper efforts to promote efficient development in Murray County.

2.2.4. How do regional assets affect economic development in Murray County and vice versa?

The abundant natural resources in Murray and surrounding counties make the area attractive to residents, tourists, and second home buyers. Protecting these natural resources is important if the county is to retain its appeal.

Murray County is in the process of developing a "Mountain Protection Ordinance" to help protect the view of the mountains. It has also developed design guidelines for the Chattahoochee-Cohutta Scenic Byway which traverses much of the County. (See Section 4.1.15.)

Carter's Lake provides tourism opportunities and serves as a source of drinking water for Murray and nearby counties. Carter's Lake may serve as a source of drinking water for a regional water authority in the future. Maintaining water quality in the lake and rivers is of vital importance to the area.

Murray County has significant cultural resources, the Chief Vann House probably being the most notable. In 2004, through a combined effort of the Department of Natural Resources, the Trust for Public Land, the Friends of the Vann House, the Whitfield-Murray Historical Society, the Woodruff Foundation, Murray County, local developers, and numerous other involved citizens in the community, 100 acres of land which were part of the original Cherokee plantation were purchased from developers for addition to the Chief Vann House site. The acquisition of this property will enhance the accessibility and interpretive resources of the historic landmark. According to Trust for Public Land representatives this was "truly a classic example of the public and private sectors coming together to protect a priceless historic jewel."

2.3. Community Goals and Implementation Program

To support and achieve the community's vision statement, Murray County and the Cities of Chatsworth and Eton have developed the following economic development goal and associated policies and action items:

Goal: A healthy economy which is diversified among both the industrial and commercial sectors, which enhances the quality of life for all of our citizens, and which prudently manages the community's resources.	
Policy 1: Growth Preparedness.* Establish and support an on-going, coordinated program for achieving adequate infrastructure capacity.	Action Items: <ol style="list-style-type: none"> Prepare a water and sewer facilities master plan. Promote new growth in areas where necessary infrastructure is already in place or is planned in the future and limit rezonings in areas where it is not.
Policy 2: Regional Identity.* Refine and promote the community's identity to take advantage of the unique aspects of its character including its natural resources, recreational resources, historic events and places, and other unique local cultural activities.	Action Items: <ol style="list-style-type: none"> Implement design guidelines for the Cohutta-Chattahoochee Scenic Byway to promote a positive visual image of the community. Promote the Scenic Highway and Scenic Byway. Sponsor and promote community festivals and other public events. Support acquisition of additional property at the Vann House. Promote the community's equestrian facilities.
Policy 3: Appropriate Business and Employment Options.* Support the retention and expansion of existing business and industry and attract and recruit businesses and industries which are compatible with the community's long-term goals and which provide quality jobs for our citizens.	Action Items: <ol style="list-style-type: none"> Hire a full time Economic Development Administrator responsible for recruiting businesses to the community and assisting existing businesses with expansion. Develop an industrial park and/or conduct an industrial site suitability analysis. Develop an informative, well-designed county government website. Recruit major retail and other commercial and office uses to balance the current rapid growth in the number of convenience retail and fast food establishments.
Policy 4: Educational Opportunities.* Provide a more skilled and educated labor force to attract business and industry to the area.	Action Items: <ol style="list-style-type: none"> Support school and other agency efforts to improve graduation rates. Promote the area's excellent and affordable technical and state colleges.
Policy 6: Downtown Development Promote downtown Chatsworth and downtown Eton as activity centers.	Action Items: <ol style="list-style-type: none"> Pursue grant funding for streetscaping and other amenities which would attract business people, shoppers, and tourists to the downtown areas.

* A DCA "Quality Communities" Objective (required by the State Minimum Planning Standards)